**WHAT IS CLAIMED IS:**

1.    A control method for controlling mutual wireless data transmission and reception between a terminal and a server that is embedded with a Bluetooth function, comprising the steps of:

a)    preparing a database which stores data to be transmitted from the server to the terminal, the data being classified into a plurality of items;

b)    transmitting to the terminal an item selecting program, through which a user selects at least one of the items that the user wishes to receive from the server;

c)    receiving from the terminal a user's input item that is selected by the user through the item selecting program executed by the terminal; and

d)    transmitting to the terminal data corresponding to the user's input item.

2.    The control method of claim 1, further comprising, before the step b), a step of wirelessly connecting the server and the terminal for the mutual wireless data transmission and reception between the server and the terminal.

3.    The control method of claim 2, wherein the connecting step comprises the steps of:

receiving a request from the terminal for a connection to the server; and

recognizing an existence of the terminal according to the connection request from the terminal.

4.       The control method of claim 1, wherein the data stored in the database is voice data.

5.       A control method for controlling data transmission and reception of a terminal that is embedded with a Bluetooth function for mutual wireless data transmission and reception with a server, comprising the steps of:

i)       receiving an item selecting program from the server, the item selecting program providing an item selecting menu through which a user can select at least one item in a database, the database storing data of a plurality of classified items;

ii)      displaying the item selecting menu by executing the item selecting program;

iii)     transmitting to the server data about a user's selection that is made through the item selecting program;

iv)      receiving from the server data corresponding to the item selected by the user; and

v)       displaying the data corresponding to the item selected by the user.

6.       The control method of claim 5, further comprising, before the step

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i), a step of wirelessly connecting the server and the terminal for the mutual wireless data transmission and reception between the server and the terminal.

7.      The control method of claim 5, wherein the data stored in the database is voice data.

8.      A system for wireless data transmission and reception, comprising:

a database for storing data to be provided to a user, the data classified into a plurality of items;

a server for wirelessly transmitting both of an item selecting program that provides an item selecting menu through which the user selects at least one of the items, and a data corresponding to the item selected by the user; and

a terminal for executing the item selecting program that is wirelessly received from the server so that the item selecting menu is displayed to the user, transmitting to the server data about the item that is selected through the item selecting menu and input by the user, and receiving and displaying data corresponding to the item selected by the user which is wirelessly transmitted from the server.

9.      The system of claim 8, wherein the data stored in the database is voice data.

10.     A Bluetooth server, comprising:

a Bluetooth data transception processing portion for wirelessly

transmitting data to a terminal and receiving data from the terminal;

a database for storing the data to be transmitted to the terminal, the data being classified into a plurality of items;

a program transmitting portion for transmitting to the terminal through the Bluetooth data transception processing portion an item selecting program through which the user selects at least one item among the plurality of items; and

a data transmitting portion for transmitting data of the database corresponding to the item selected by the user to the terminal through the Bluetooth data processing portion, when receiving from the terminal the item selected by the user through the item selecting program.

11. A Bluetooth terminal, comprising:

a Bluetooth data transception processing portion for wirelessly transmitting a data to a server and receiving a data from the server;

a program executing portion for receiving an item selecting program from the server through the Bluetooth data transception processing portion and executing the item selecting program, through which the user selects an item among a plurality of items;

a command transmitting portion for transmitting to the server data corresponding to the item selected by the user through the item selecting program; and

display means for displaying to the user the data received from the server, the data corresponding to the item selected by the user through the Bluetooth data transception processing portion.